

MuMa™

Managing your business ambiance can be music to your ears. Entertain, communicate, educate, advertise with your custom audio programming.

It's never sounded so good.

- Enhance your in-store ambiance
- Control your ambiance in multiple zones with one system
- Leverage your audio and advertising messaging
- Program each part of the day to meet demographic needs
- Patented volume normalization between tracks for a smooth musical experience



YCD

inspire your senses

The Music Machine.

MuMa is a powerful music playback engine that allows you to manage the audio atmosphere throughout the different zones in your location. With a sophisticated scheduler that handles 20 distinct audio channels simultaneously per location, **MuMa** lets you tailor the atmosphere of each particular zone of your business, for any particular time of the day. Chains can deliver real-time programming to hundreds or thousands of branches throughout the world - over the Internet.

That creates a brand.

MuMa gives control of your audio in-store ambiance, allowing you to design your customer's buying

You get a huge selection of music, delivered from a state-of-the-art hosted service. Remove the hassle for your organization and choice from employees with random musical taste. YCD's professional music stylists can consult on music selection to meet business objectives. We take professional care of your audio environment, so you can be free to do what you do best - run your business.

And sells to your clients.

Atmosphere drives business results in service and client-centered businesses like restaurants, hotels, retail chains, supermarkets and more. A major European bank realized a 20% increase in business activity upon implementing YCD's **MuMa** solution. Delighted with the results in 6 pilot showrooms across the UK, Toyota is basing its new Concept Retail Sites Program on the YCD solution throughout its 240 dealer network.

Visit our website for more information on studies that show how atmosphere and in-store advertising can affect purchase decisions.

